

How marketing environment has made impact

[Business](#), [Marketing](#)



How marketing environment has made Impact over the last 5 years. 2, How the company has responded? 3. How the technological changes had an impact on fashion? Answers Since all the above questions are interrelated I prefer to discuss in a full package rather than mentioning each of the questions. Because all the questions are related to how the marketing environment has an Impact over the last 5 years. A marketing- oriented firm looks outwards to the environment in which it operates, adapting to take advantage of emerging opportunities and to minimize potential threats.

Regarding this I will examine the marketing environment over the last 5 years and how companies are responded to the change. Finally we will see the impact of technological changes on fashion in separate way. First let as define what a marketing environment Is. Defining the Marketing Environment Marketing environment means the actors and forces that affect a firm's ability to build and maintain successful relationships with customers. Or It Includes the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with customers.

Three levels of the environment are: Micro Internal) environment - small forces within the company that affect Its ability to serve its customers. Mess environment: - the industry in which a company operates and the industry market(s). Macro (national) environment: - larger societal forces that affect the micromanagement. Here we will see how each of the above marketing environments had an impact: - Micro-Environment (near environment) The micro environment refers to the forces that are close to the company and affect Its ability to serve Its customers.

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It includes the company itself, its suppliers, marketing intermediaries, customer markets and publics. The company aspect of micromanagement refers to the internal environment of the company. This includes all the company (Management, finance, research & development, purchasing, manufacturing, accounting, and human resources) Suppliers Some companies, such as those providing services, dispense with the use of distributors, preferring to deal directly with end-user customers. The others use the services of distributors such as wholesalers and retailers to supply end users.

Distributors can reduce the profitability of suppliers by putting pressure on profit margin. For example, in the last 5 years large retailers such as Walmart and Tesco have enormous buying power and can demand low prices from their suppliers. Agencies and financial intermediaries): - in the last 5 years in every developed country many companies were shifted from producing to intermediary because to be more competent companies prefer to produce their products in developing countries like Africa.

Because in these countries there are abundant natural resources as well as low cost labor force hence they set a cheaper price which makes them competent in global market. Customers: - (Consumer, business, reseller, government, and international markets) Changing customer tastes, lifestyles, motivations and expectations need to be monitored so that companies supply the appropriate targeted marketing mix strategies that meet their needs. Changes in consumer behaviors also need to be monitored. For example, in the last 5 years consumers start to use social

network sites like Twitter and face book to communicate? a fact not lost on marketers.

So customers give their comment as well as their demand to the producers more easily and Marketers was seeking out the latest customer needs that errantly have not been met. Competitors The marketing concept states that, to be successful, a company must provide greater customer value and satisfaction than its competitors do. They also must gain strategic advantage by positioning their offerings strongly against competitors' offerings in the minds of consumers. In the last 5 year due to technological advancement companies were positioning their product by promoting in electronic methods.

So in any sector there was a stiff competition. Publics (financial, media, government): - the political crisis occurred in different Mouties of the world has an effect on global market. For example a crisis on Arabian country like Libya, Tunisia, and Egypt has an effect on the existing inflation in the world since these countries are a major petroleum supplier in the world. In addition to this the spreading of financial sectors were providing a loan to the companies thus the supply of money was increased which affects an economic crisis in the world due to inflation.

Macro-Environment (external environment) The macro environment refers to all forces that are part of the larger society and affect the micromanagement. Factors affecting organization in Macro environment are known as PASTEL, that is: Political, Economical, Social, Technological, Environmental and Legal. It includes: - Demographic environment (study of

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human population, size, desist, location, age, race, sex, occupation, and education): - The world population is growing at an explosive rate. It now exceeds 6. Billion people and is expected to grow to more than 8 billion by the year 2030. 6 The world's large and highly diverse population poses both opportunities and challenges. The greater the population the diverse the demand. To supply these demands there should be more companies.

Economy Most of the world's economies have gone through a period of significant growth since the mid-80s, driven partly by productivity gains brought about by developments in computing and telecommunications technologies. This growth was followed by an economic slump in 2009, referred to as the 'credit crunch'.

During periods of boom, well-managed companies experience an expansion in the demand for their products, while slump may bring a decline in sales as consumers became wary of discretionary leading to changing degrees of market attractiveness. Undoubtedly, the services sector has experienced the fastest growth and become the dominant force in most western economies in the last 5 years. For example, among the 25 EX. countries, services account for over 70 % of gross domestic product, which is a measure of the total value of goods and services produced within an economy.

Natural forces Technology For example, the trend towards downloading music has hit traditional music outlets that sell CDs, and the growth of the Internet-based sellers such as Amazon has impacted on traditional bricks-and-mortar booksellers. As the attractiveness of distribution channels changes so suppliers must alter their strategies to keep in touch with customers.

Ecological/Physical Environmental Forces Ecology in a marketing concept it concerns the relationship between people and the physical environment. Which includes mainly global warming, pollution, Energy and scarce resource conservation, and Recycling and non-wasteful packaging. . Global warming: - Regarding about global warming due to quadrupling of carbon dioxide all countries in all over the world is getting hot which has an impact on industries such as insurance, agriculture and oil. i'. Pollution: - The manufacture, use and disposal of products can have a harmful effect on the quality of the physical environment. The productions of chemicals that pollute the atmosphere, the use of nitrates as a fertilizer that pollutes rivers, and the disposal of by-products into the sea have caused considerable public concern.

In recent years the introduction of lead-free petrol catalytic converters, and the launch of hybrid cars such as the Toyota Pries and the Honda Civic, has reduced the level of harmful exhaust emissions. Iii. Recycling and non-wasteful packaging: - Germany took the lead in the recycling of canning when it introduced the Provokes, a law that allows shoppers to return packaging to retailers and retailers to pass it back to suppliers. In response, suppliers promised to assume responsibility for the management of packaging waste.

Over 400 companies have created a mechanism called the Dual System Deutsche (DES). Consumers are asked to return glass bottles and waste paper to recycling bins and are also encouraged to separate other recyclable materials such as plastics, composite packaging and metals, and place them

in yellow bags and bins supplied by the DES. Responses to Environmental Change There are three kinds of companies: those who make things happen, those who watch things happen, and those who wonder what's happened.

Companies respond in various ways to environmental change. Many companies view the marketing passively accept the marketing environment and do not try to change it. They analyze environmental forces and design strategies that will help the company avoid the threats and take advantage of the opportunities the environment provides. In the last 5 year most of the companies prefer to accept the the existing marketing environment and try to full fill some demands from the existing crisis accordingly rather than taking an action to settle the situation.

Only customers was fighting to settle the existing situations in the world.

How the technological changes had an impact on fashion Fashion in its broadest sense is a particular style that is popular for a period of time. It can be clothing, furniture, housing, automobile, food, toys, and many others, but most commonly, it refers to a style of clothes, cosmetic, dress accessories, that is trendy, or most admirable and worn by many people at a particular time (Rouse, 993; Drew 1992).

Fashion as defined in a more technical manner comprises all sorts of clothing items, textiles fabrics and their study (Perusal, 2002). The manufacture of clothing, along with the closely associated activities of fiber and textile production, continues to be one of the driving forces of industrialization throughout the developing world. The application of these new technologies is having a profound social impact, not only upon the total numbers and

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location of those employed in clothing manufacture, but also upon the skills, training and management needs of organizations.

Within the apparel manufacturing process, however, an increasing distinction is emerging between operations such as design, fabric cutting and distribution where large economies of scale can prevail and where use can be made of highly capital intensive technology, and of the basic sewing and assembly operations which seem set to remain essentially labor intensive activities, albeit supported by much more sophisticated, flexible and integrated technology. The main impact of technology on fashion is the shift of fashion models from being brand-centric to being consumer-centric.

Fashion bloggers and bloggers are emerging as key players in the fashion industry. New means of communication, new marketing tools and new forms of professional career. Nowadays, "regular" people from all over the world are becoming the biggest voices in fashion via their blogs. Fashion bloggers are becoming fashion influencers, a title, in the past, that was only given to celebrities. Even top designers and major labels are buying into this, requesting fashion bloggers to be at the front row of Fashion Week and other star-studded events.

Another aspect of the relationship between fashion and technology is the smart-tech fabrics were traditionally directed to sportswear, to ensure maximum comfort and performance, in recent years we have indeed seen the prototype and the production of wearable technologies for leisure and luxury clothes, whose deployment is permitted by the development of research to make flexible the components of electronic systems, such as

silicon. The new wave of wearable technologies and gadgets, from the Google Glass to the app Pebble watch, signals that wearable tech is ready to move out of science-fiction movie, onto our lives and bodies.